



2017-2018

# Mitsubishi Asian Children's Enikki Festa

## ENTRY GUIDELINES

### Organizers

Mitsubishi Public Affairs Committee  
Asian Pacific Federation of UNESCO Clubs and Associations (AFUCA)  
National Federation of UNESCO Associations in Japan (NFUAJ)

### Local Organizers

Persatuan Kakiseni

### Supported by

Malaysian National Commission for UNESCO  
Ministry of Education Malaysia  
KidZania Kuala Lumpur Malaysia

### Participating Countries and Region

Bangladesh, Bhutan, Brunei, Cambodia, People's Republic of China, India, Indonesia, Kazakhstan, Republic of Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Chinese Taipei, Thailand, Timor-Leste, Viet Nam and Japan

This event is designed to provide an opportunity for children worldwide to understand Asian people’s daily lives through illustrated diaries. We will invite children from 24 different countries and region in Asia to draw their illustrated diaries under the theme of “Here is my Life”. Why don’t you participate in this event to let friends in Asia know about your life and culture thorough your five-page illustrated diaries?

**1. FESTIVAL SCHEDULE**

- (1) Entry period: August 15 – November 30, 2017
- (2) National Screening: Dec 1 - December 31, 2017
- (3) International Screening: April, 2018 (Japan)
- (4) The Award Ceremony and a cultural exchange program: July-August 2018 (Yokohama, Japan)

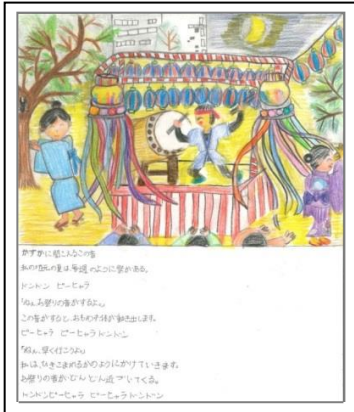
**2. ENTRY REQUIREMENTS**

**(1) Volume**

Each Enikki will be drawn on the A4-size [297mm long x 210mm wide] drawing paper or the equivalent by paint, color pencils or crayons etc. and each entry should be five pages.

**WHAT IS “ENIKKI” (ILLUSTRATED DIARY)?**

*In Japan we have a custom of creating “Enikki” (Illustrated Diaries) that portray daily events and thoughts in the form of a picture and a short essay. In an “Enikki” the author not only writes about things he/she has seen, heard, done or thought, but also describes his/her rich humanity and sensibility. Since pictures can transcend language and literacy boundaries, “Enikki” can be a very effective means for cross-cultural understanding.*



One of the Enikkis by the Grand-Prix Winner of Japan in the 2015-16 Festa.

**(2) Theme**

**“Here is my life”** (You may choose any subjects you want for your diary)

Any subjects can be chosen from the daily life of you.

Enikki can describe what you did, saw, experienced or had in mind in your daily life that you want your Asian friends know and understand, such as nature and climate, favorite games, family and friends, school life, and local festivals and traditional performing arts.

**(3) Language**

The participant may choose to write in their preferred language.

**(4) Eligibility**

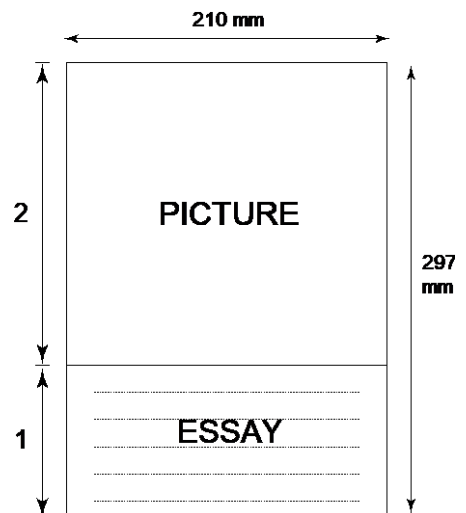
Children aged 6 - 12 at the time of entry

**(6) Entry Period**

15 August 2017 – 15 November 2017

**(7) Format**

A A4-size (297mm long x 210mm wide) page with the picture at the top (two thirds of the page), and the essay beneath (one third of the page). The picture and essay being on the front side of the page. Please do not use the back side.



**(8) Entry Procedures**

- a. Write your name on the back of each of the five pages, and number them (on the back) 1 – 5.
- b. Fill in the entry form attached to the Entry Requirements and turn it in with your entry.
- c. Put the five pages together with the entry form, and deliver or mail them.
- d. Please do not damage the entry by using a glue or stapler or laminating them.

## **(9) Application Criteria**

1) Applicant's work must be original artwork in every sense and have not been made public at all.

The entry shall be disqualified if the work includes any of the followings which may infringe any other person's copyrights or which may deny originality of the Enikki;

- a) any copy or reproduction of picture, cartoons, sentences and etc.
- b) cut-out of anything that may infringe trademark and/or portrait rights.
- c) cut-out from printed materials such as newspapers, magazine and advertisements.

2) Applicant's work must be manually created, i.e. the picture must be drawn or painted by entrant himself and the essay be written by the entrant himself. Any digital artworks or typed or word-processed essays will be disqualified.

## **(10) Awards**

### **[1] Grand Prix Award (one winner per country and region)**

*Winners will receive trophies and commemorative medals and will be invited to the Award Ceremony and a cultural exchange program to be held in Japan. (In case unexpected events happen, the tour will be cancelled at the sole discretion of the Organizers and the possible participants will receive commemorative goods instead.)*

### **[2] Organizers' Awards (one winner per country and region)**

*Winners will receive a certificate of the award and commemorative gifts of drawing material.*

- i. Mitsubishi Public Affairs Committee Award*
- ii. Asian Pacific Federation of UNESCO Clubs and Associations Award*
- iii. National Federation of UNESCO Associations in Japan Award*

### **[3] Excellence Award (four winners per country and region)**

*Winners will receive a certificate of the award and commemorative gifts of drawing material.*

Please take note: The International Screening Committee in Japan will meet in April, 2018, and subsequently inform Kakiseni of the Grand Prix results. **Only the Grand Prix winner will represent Malaysia at the Award Ceremony in Yokohama, Japan, in July 2018.**

\*Upon its announcement, Kakiseni shall collect all the necessary information regarding the Grand Prix winner for his/her travel arrangement of the Award Ceremony and forward it to National Federation of UNESCO Associations in Japan.

#### **[4] The Award Ceremony and a cultural exchange program**

- The Award Ceremony in Yokohama, Japan is planned as follows, though the following are subject to change.
  - In case of unexpected events, the tour will be cancelled at the sole discretion of the Organiser and the possible participants will receive commemorative goods instead.
1. **Tour Period:** Late July – early August, 2018 (about 4-5 days)
  2. **Reception:** Reception will be held with attendance of the participants and other related persons from the Organizer etc.
  3. **Friendship program with Japanese children:** The participants will have chance to play, communicate and make friends with Japanese children.
  4. **Joint creation of artwork:** All Grand Prix winners will jointly create an artwork in commemoration.
  5. **Excursion:** The participants will visit some historic sites and popular venues around Yokohama and Tokyo.

#### **(11) Selection Method**

The Executive Committee in each country and region will carry out the first screening, and will select 8 entries. These 8 entries will then be sent to Japan where they will be judged by the International Screening Committee in Japan. In this way, winning “Illustrated Diaries” will be selected.

\*Please note that entries sent to Japan will not be returned. The right to the “Illustrated Diaries” is held by organizers. The 8 entries will be disqualified during screening.

#### **(12) Selection Criteria**

The Screening Committee won't judge whether your artwork is good or not, but will look at how you portray your culture, your daily life as well as your impressions and thoughts.

#### **Selection Criteria:**

- [1] How much the Enikki shows the features unique to the country or region, such as culture, national characters, local customs, local life, local nature and environment.**
- [2] How much the Enikki demonstrates the sensitivity or viewpoints unique to the child.**
- [3] How much the Enikki has the workmanship of concept, construction, and carefulness.**
- [4] How much the Enikki covers a variety of topics.**

### **(13) Screening Committee**

#### **National Screening Committee (Malaysia)**

Head of the Committee: CK Koh

Senior Lecturer at One Academy

Members of the Committee:

Muid Latif / Web designer, graphic designer and digital artist

Monica Lee / Illustrator, artist

Nini Marini / Artist, content innovation, and distributor in Malaysia

Ezrena Marwan / Design researcher, graphic designer and the founder of Malaysia Design Archive

#### **International Screening Committee (Japan)**

Head of the Committee: Mr. Ichiro Sato

Oil Painter

Professor Emeritus of Tokyo University of the Arts

Professor of Kanazawa College of Art

Assistant Head of the Committee: Ms. Meo Saito

Oil Painter

Assistant Professor of Tokyo University of the Arts

Members of the Committee: Mr. Clive W. Nicol / Author

Ms. Yoshino Ohishi / Photo Journalist

Mr. Akira Ikegami / Journalist, Professor for Meijo University

Ms. Machiko Satonaka / Manga Artist,

Professor of Osaka University of Arts

**IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US AT:**

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**PLEASE DELIVER OR SEND ENTRIES TO:**

**Kakiseni**  
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Pusat Kreatif Kanak - Kanak Tuanku Bainun,  
48, Jalan Tun Mohd. Fuad,  
Taman Tun Dr. Ismail,  
60000 Kuala Lumpur.

If handing in personally, please do so during our office hours: **10AM to 6PM**